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UNITED STATES DEPARTMENT OF AGRICULTURE BURGON OF Agricultural Economics

A Study of
FARM FAMILY LEVELS AND STANDARDS OF LIVING
IN THE PLAINS AND THE NORTHWEST

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Washington, D. C.

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FOREWORD

The findings presented in Research Monograph No. I showed that
the standard of living to which faum families are accustomed greatly
influences their choice of expenditures at any given moment; that they
begin to save only after they have paid for that level of living and
will go into debt to maintain their accustomed level of living expenditures. Their accustomed level of living is therefore the base from
which they sutematically start when moving into a new settlement area.
What they will desire, and demand, and the sorts of choices they will
make among alternatives can be predicted with a fairly high degree of
surety. Such prediction is an item of great importance not only in
planning but in the administration of a settlement or resettlement project.

Research Monograph No. 2 presents findings which go beyond this and sets forth the types of consumption goods and services, which prospective settlers are likely to rank high among their demands, the types of goods and services which they will secrifice with the least protest, and those which they are unwilling to sacrifice under any circumstances.

That it is highly desirable to foresee these "imperatives" of prespective settlers has been proven by findings of studies other than those reported in Research Monographs No. 1 or No. 2. Because of the advent of the war the results of field studies of some 10 new settlement projects were never completed. Their findings will be briefly summarized here because they give pertinence to the issues with which this monograph deals. In broad terms the findings were:

- (1) Pamilies on new settlement projects insisted on retaining in their level of living those goods, services and consumption habits to which they had long been accustomed.
- (2) They complained about being supplied goods and services different from those to which they were accustomed or which were not regarded as necessities by the average family in their new place of residence even though such goods and services were superior to those which they had previously enjoyed.
- (3) They objected to having an overhead administration design and direct the rank and order of items by means of which their level of living was to be improved.
- (4) In many instances they objected to assuming a burden of cebt for improved items in their level of living when the acquisition of such items was not the result of their own free choices.
- (5) level of living items for each individual family competed not only with farm operation expenditures but also with each other in the final disposition of the family income; the items were variously ranked in order of preference by different families. The order of preferences frequently differed from that prescribed by the planners and administrators of the project.
- (6) As a result of these experiences bed morele developed on some projects even in the face of superior goods and services provided at lower costs than would have been the case had they been obtained without the assistance of the administration of the projects.

A careful study of these research findings on the pattern of femily living expenditures or the consumption pattern, and the order and rank of choices among the various items in the level of living, should yield valuable information meeded for level of living planning and the administration of the Columbia Basia project.

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The objective of the analysis reported in this study is to predict what types of goods and services settlers in the Columbia Basin will demand and desire. The data used consist of the level of living expenditures of 948 farm families in areas adjacent to Columbia Basin and of 1,088 farm families in areas from which there has been marked migration in the past to the Northwest.

It was determined in this enalysis that goods and services vould be grouped by the expenditure behavior of the families themselves into what are referred to in this study as "cultural necessities", "cultural luminies," "cultural rarities", and "cultural substitutes".

Items which, from the behavior of actual expenditures, proved to be "cultural necessities", that is, items regarded as more or less indispensable by low income as well as high income families in both areas, were:

(a) food canning, (b) washing machines, (c) beauty parlor services, (d) bearber shop services, (e) physician services, (f) automobiles, (g) radios, (h) reading matter, (i) recreation, (j) motion pictures, and (k) tobacco.

Items in both areas which proved to be "cultural luxuries"—those used mostly by families with above average incomes but probably desired by those in less favorable circumstances—were: (a) running water, (b) telephone, (c) dentist, and (d) life insurance.

Those which proved to be "cultural rarities" in both areas, so designated because they were reported by relatively few families in either the low or high income classes, were: (a) central heating, (b) electric sewing machines, (c) ironing machines, (d) household help, and (e) contributions to philanthropic and civic organizations.

The expenditure behavior of the families in both areas did not show any items classed as "cultural substitutes"—items which families with limited means must be content with but which are not desired or used by families whose means are adequate. There were three items, electricity, kitchen sink with a drain and flush toilets which proved to be "cultural resessities" in the Northwest but were classed as "cultural rarities or luxuries" in the area from which migration may be expected. Thus, migrants to the Columbia Basin may be expected to aspire to attain these three items rather than demand them.

In making this study 27 items were selected to illustrate the level and standard of living in the Plains and the Northwest. For detailed analysis these items are grouped in the following five major expenditure categories:

1. Housing, household operations and household furnishings: Since household use of electricity plays such an important role in the Northwest, it appears likely that migrants to a similar area such as Columbia Basin may be expected to want it also, even though previously they have not had it. The influence of electricity is apparent in a more widespread usage of other items, such as motor driven maching machines, refrigerators, vacuum cleaners, and electric irons. The motor driven washing machine for instance ranks highest among the household facilities and conveniences and is regarded as pretty much of a cultural necessity.

There is a direct relationship between the possession of running water piped to the house and income in both areas studied. However, it is more prevalent in the Northwest where availability of electricity is more universal than in the Plains.

- 2. Services: Three out of the five service items, physicians, besuty parker and barber shops, are regarded as cultural necessities in both areas. Aside from income, lack of educational guidance as to the importance of dental care may have led to its being regarded as a cultural luxury rather than a necessity. Expenditures for household help are a definite cultural varity in the cultures of both areas. This is as might be expected since it is an item generally more characteristic of urban than of rural areas.
- 3. Isolation reducing agents: Automobiles, radios and reading matter are regarded as cultural necessities in both ereas. The telephone does not rank so high. Higher percentages of families in the Plains, where families are more sparaely settled than in the Northwest, reported expanditures for new cars and for telephones than was true in the Northwest.
- 4. Social participation: Recreation ranks highest among the social participation items and it is regarded as a cultural necessity in both areas.

Expenditures for religious purposes were regarded as a cultural necessity in the Flains but as a cultural luxury in the Northwest. It is noteworthy that the percentage of low income families having expenditures for all items in the social participation category in the Northwest was consistently lower than for this group of families in the Flains. Items in this category in the Northwest rank low in competition with other categories such as bousing, household operation and household furnishings.

The influence of income is apparent in expenditures for schooling which is regarded as a cultural luxury in both areas.

and expenditures for canning food; in other words, this item is a cultural necessity. The same is true, though to not so marked a degree, regarding expenditures for tobacco. In contrast, the influence of income is quite apparent in expenditures for life insurance premiums, bank charges, and safety deposit boxes, which are regarded a scultural luxuries in both areas.

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A Study of Farm Family Levels and Standards of Living in The Flains and the Northwest

I. INTRODUCTION

This analysis is based on data from the Consumer Aurohases Study conducted in 1935 and 1936 by the Bureau of Home Recommics, U. S. Department of Agriculture, in cooperation with the Work Projects Administration.

The data used consist of two samples or analysis units of the Consumer Durchases Study: (1) A group of native born, nonrelief farm families in Western Oregon and Washington selected as representative of small full—time farms including dairy, ponitry, fruit, and general farms; (2) A group of native born, nonrelief farm families from the more sparsely sattled sections of North Dakota and Kansas, where wheat is the predeminant type of farm enterprise.

These two groups were selected on the basis of their relevance to prospective settlement in the Columbia Basin: the Oragon and Washington farms because they correspond most closely, among available data, to the environment and type of farming anticipated for farm families settling in the Columbia Basin; forms from North Dakots and Mansas were chosen because it was believed they would be fairly representative of areas from which migration to the Columbia Basin might be expected.

II. METHODOLOGI

A type of scatter diagram previously developed to analyze regional variations in levels and standards of living is here used to show comparisons between the two areas. 1/ In the scatter diagram, the relationship between the proportion of low and high income families reporting expenditure

^{1/} This methodological statement is adapted from " Some Regional Variations in Levels and Standards of Living" by Edgar A. Schuler, Bural Sociology Vol. 9, No. 2, June, 1944, pp. 126-128.

for a particular item is shown by the location of an analysis unit symbol on the chart. The percentage of low income families reporting expenditures for an item is plotted on the horizontal axis ranging from zero at the left to 100 at the right, whereas the percentage of high income families reporting expenditures for an item is plotted on the vertical axis ranging from zero at the bottom to 100 at the top.

Thus, if both low and high income families in the analysis unit have high proportions reporting expenditures the symbol is located toward the upper right-hand corner of the chart, indicating that the item is regarded as more or less indispensable and therefore may be termed a "cultural necessity".

If the item is reported by a large proportion of high income families, and but few low income families,

/the symbol is located toward the upper left-hand corner of the chart. Such an item may be termed a "luxury" and is assumed to show a substantial positive correlation with income. If the item is reported by relatively few families both in the low and the high income classes, the symbol falls in the lower left-hand corner of the chart, and may be termed a cultural "rarity". Such an item may be either a novelty, or a trait which is foreign to the culture area under study. At any rate it has little if any apparent or direct relationship to income. If the item is reported by few or no high income but by many low income families the symbol falls toward the lower right-hand corner of the chart. Such an item may be termed a cultural "substitute" since families with little means must be content with it, but it is not desired by families whose means are adequate.

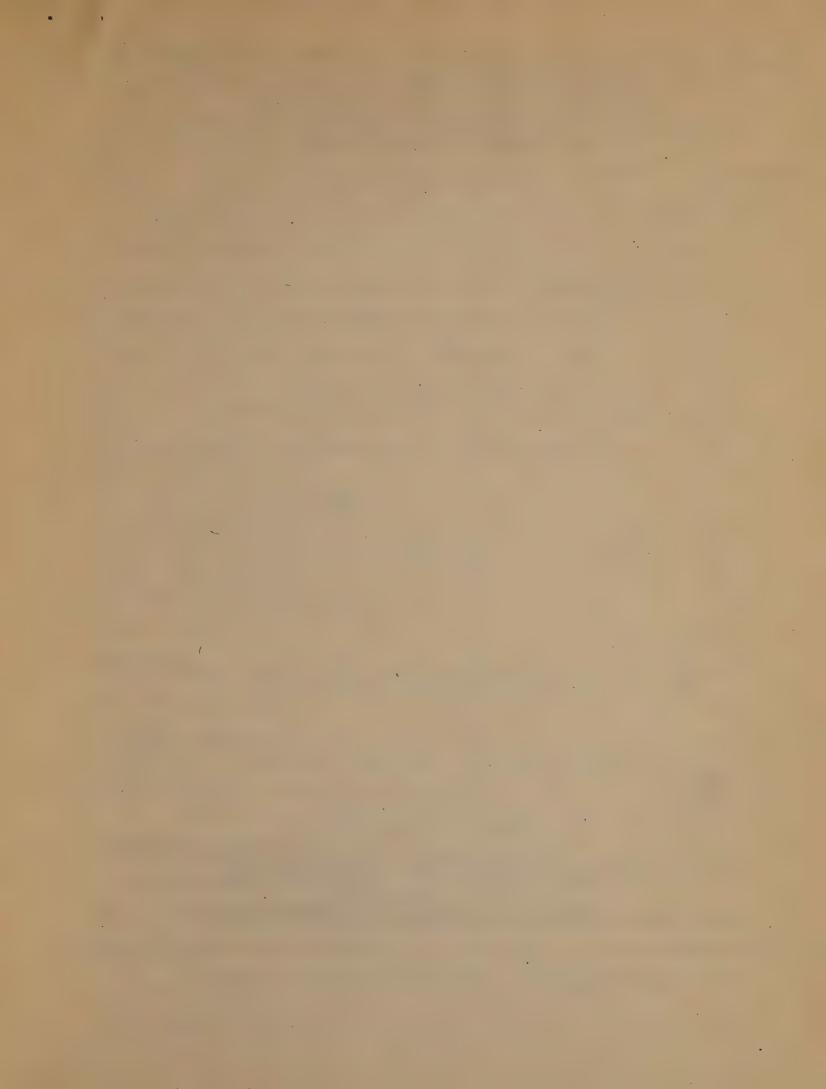
for the Mains area and the lotters "har for the Northwest area under study, one may determine quickly the role played by a particular item in the two regions being considered, and whether it shows the characteristics of a luxury or necessity, as here defined, or senething size. Thus one can see at a glance the main configuration of the avalytics unit symbols which clearly portrays the significant variation in the value systems.

Nivergence and similarity in the cultural role of the items presented are readily observable, and their meaning within the culture pattern of the sample areas is made clear.

let us take a new trait, for example, the radio. It will enter the culture of a particular analysis unit as a marity; if it is repidly adopted by the more presperous, it may climb quickly up the chart in the direction of the luxury corner. If its use then becomes widespress throughout the entire range of income, possibly with the introduction of cheaper models, it will shift to the right toward the necessity corner. In the meantime, it is possible that less expensive substitutes are being adopted by the lower income classes. Scatter diagrams plotted at successive points in time should show clearly whether the item was tending to play a static role in the culture of the particular analysis unit, or whether its valuation was changing gradually as the result of advertising, mass production, the diffusion of knowledge about the item, and the like.

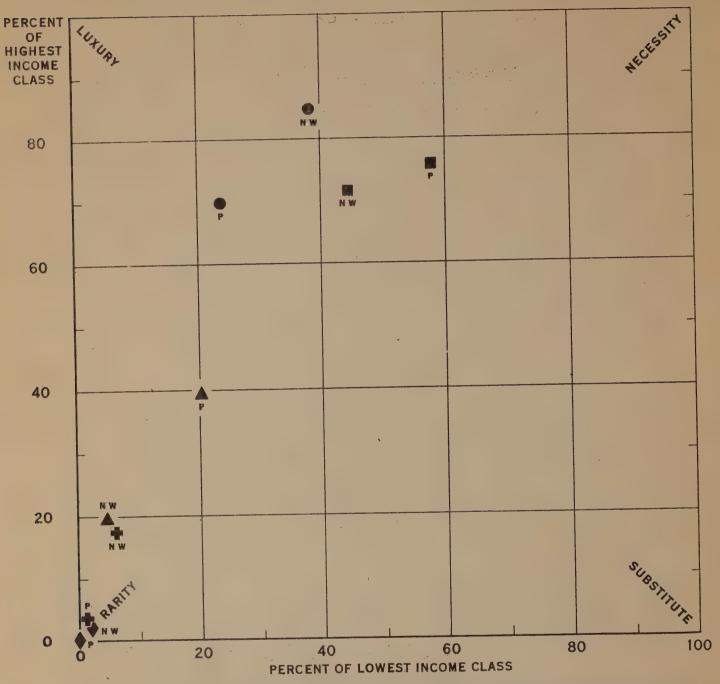
In terms of the outlined procedures for plotting expenditure behavior, items may be characterized as "perfect" or maximum remities, luxuries, necessities, or substitutes as the analysis unit symbols approximate
the limits of the chart in the respective directions. In similar fashion,
if the symbols are located near the margin of the chart, but between two
corners, an item may be termed a ramity-luxury, or a luxury-necessity, to
indicate its mixed or hyphanated character in terms of the types represented by the corners of the chart.

It should be recognized, in using this technique for interpreting the cultural value meaning of expenditure data, that the plotting of an item as rarity, luxury, or necessity may be affected not only by the proportions reporting acconditures at low and high income levels but by such considerations as the absolute range of income (especially the upper limits), the geographic or climatic range of analysis units represented.



EXPENDITURES FOR HOUSING FACILITIES, HOUSEHOLD OPERATIONS, AND HOUSEHOLD FURNISHINGS, SHOWING REGIONAL VARIATIONS

RELATIONSHIP BETWEEN PERCENTAGES OF HIGHEST AND LOWEST INCOME CLASS



Running water

▲ Gentral heating

■ Motor-driven washing machine

Flectric sewing machine

♦ Ironing machine

P=PLAINS

N W = NORTHWES

BY ANALYSIS UNIT AND FAMILY INCOME GLASS CONTAINING 25 OR MORE FAMILIES

length of the time semple of expenditure behavior reperted and the broadness of the consumption category represented.

III. EXPENDITURE CATEGORIES

A total of 27 items were selected to illustrate the level and standard of living in the Flains and the Northwest. These items were grouped in the following expanditure categories: Housing, household operations, and household furnishings; Services; Inclation reducing agents; Social participation; and Miscellaneous.

> Level and Standard of Living Items Grouped according to Specified Expenditure Categories

Housing, household operations, and Household Furnishings

- 1. Electricity
 2. Indoor flush toilet
 - 3. Kitchen sink with drain
- 4. Mechanical refrigerator
- 5. Vacuum cleaner
- 6. Running water in kitchen end/or bath
- 7. Central heating
- 8. Motor driven washing machine
- 9. Electric sewing machine
- 10. Ironing machine

Services

- 1. Professional (2) Physicians. (b) Dentist
- 2. Personal Care- (a) Beauty parlor. (b) Berber shop
- 3. Household help

Isolation reducing agents

- 1. (a) Automobile new them bought. (b) Owning automobiles
- 2. Radio
- 3. Telephone 4. Reading matter

Social Participation

- 1. Rollgious- Church, Sunday School and Missions
- 2. Educational Schools
- 3. Recreational- General recreation and notion pictures
- 4. Philanthropic and Civic- Community Chest, Welfare and Civic Agencies

- 1. Security- (a) Life incurance premiums. (b) Bank charges and safe deposit boxes
- 2. Canning foed
- 3. Tobacco

IV. REGIONAL VARIATIONS AND SIMILARITIES

The analyzing regional variations in the expenditure of income for Tarious items in the two areas it may be well to keep in mind that, for the period studied, the average net income for families in all income groups in the Plains is approximately \$600 lower than the average not income for families in all income groups in the Northwest.

Another factor which may be of influence is the character of the economics in the two areas. In the Northwest a fairly stable year-toyear income has been achieved through diversification and emphasis on
commodities with minimum price fluctuations from year to year. In contrast, experience has shown that incomes vary greatly from year to year
in the Flains. Thus, the inability of farm families in the Flains to
predict future income with any degree of accuracy may result in unjustiflable anticipations and consequently poorer adjustment to low income.
Since the period covered in the data on which this study is based (1935-1936)
were years of drought and low income in the Flains, the relatively poor
adjustment to low incomes may result from the persistence of established
standards of living even through a period of abnormally low income.

Significant regional variations occurred in only 6 out of the 27 items celected to analyze the level and standard of living. Five out of these 6 are found in the first general category to be presented, that is, Housing, Household Operations and Household Furnishings. The remaining item is found in the Social Participation category.

Twenty-two of the items show definite regional similarities. Although most of these items show some regional variations they are not
great enough to cause them to be placed in different cultural classifications.*

^{*} Note: Page 12 is omitted.

A. Housing, household operations end howehold ferrichings 1. Regional variations

Electricity: The greatest entress among the item showing embatemial regional variations was found in the proportion of families having expectations for electricity. The percentage of families in the Flains having expenditures for electricity was entressly small regardless of income. The average percentage for all income classes was only 3, while that for low income families was 1, and for high income families 3. If In contrast the proportions of families having expenditures for electricity in the Northewest in both the low and high income groups was high enough to indicate readily the midespread use of electricity in this area. Here, 78 percent of the families in all income classes, 68 percent of the low income, and 94 percent of the high income families reported expenditures for this item. Thus, when the percentage of families having expenditures for electricity in the two areas are plotted on the scatter diagram, it becomes obvious immediately that elihough electricity is a miltural rarity in the Flains it is regarded as a cultural necessity in the Northwest.

Flush tollete: Although a flush toilet is not regarded as a cultural necessity in either the Flains or the Northwest, there are noticeable regional differences in the proportion of families having this item. Whereas only 9 percent of the low income families in the Flains were reported as having this item, the proportion for low income families in the Northwest was increased to 19 percent. The proportion of high income families in the Northwest reported as having a flush toilet more than doubled the proportion for the Flains—the percentage ranging from 27 in the Flains to

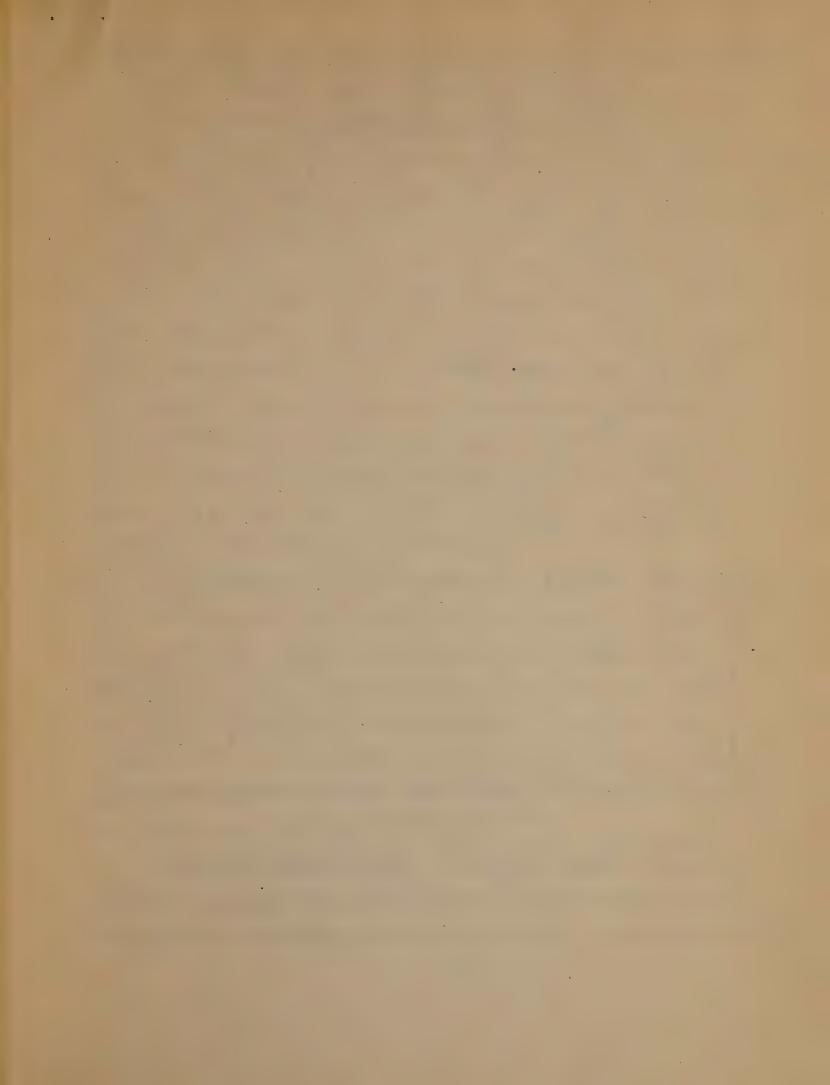
If Rather than taking the lowest and highest income classes, regardless of the number of families involved, the arbitrary procedure was followed of using the figures for the lowest and highest income classes containing 25 or more families.

58 in the Northwest. Plotting of these percentages, as shown in Chart I, shows that although the flush tellet is regarded as a ravity in the Plains, it has been adopted to the extent that it is regarded as a lummy in the Northwest.

Either sink with drain: The regional spread in regard to a kitchen sink with a drain was not so great, involving a range from a lummy-necessity in the Plains to a definite necessity in the Northwest. Nearly all of the high income families and approximately two-thirds of those in the low income group in the Northwest sample were reported as having a kitchen sink with a drain. In the Plains approximately three-fourths of the high income families and slightly less than one-half of the families in low income families were reported as having this item.

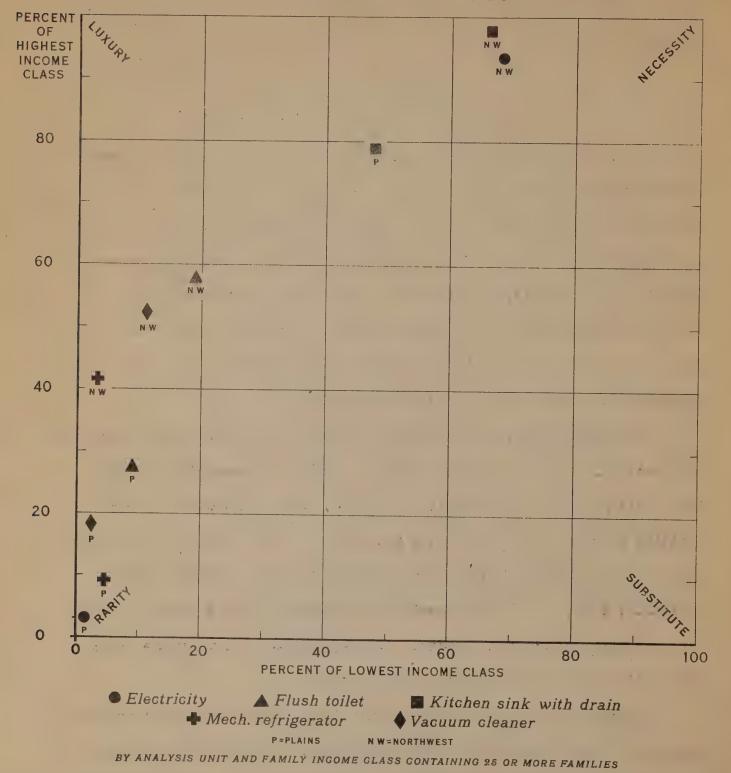
Refrigerator and Vacuum tleaner: The two other items in which regional variations occurred, were the refrigerator and the vacuum cleaner. These variations were only slight, ranging from a varity for each of these two items in the Plains to a varity-luxury in the Northwest.

Although refrigerators and vacuum cloaners are regarded clearly as a rarity among families in the Flains, the relationship between these items and income is sufficient to have them regarded as a rarity-luxury among families in the Northwest.



EXPENDITURES FOR HOUSING FACILITIES, HOUSEHOLD OPERATIONS, AND HOUSEHOLD FURNISHINGS, SHOWING REGIONAL VARIATIONS

RELATIONSHIP BETWEEN PERCENTAGES OF HIGHEST AND LOWEST INCOME CLASS



of families reported as having running water is noticeable in both the Flatus and the Northwest. (See Chart II, To is reparted as a luxury in each area. However, a tendency for the item to never from the luxury toward the necessity corner is more apparent in the Northwest than in the Flatus.

In the Northwest 35 percent of the low and 85 percent of the high income families were reported as having this item while the percentage for families in all income groups was 66. In the Flatus 24 percent of the low income and 70 percent of the high income families had running water while only 26 percent of the families in all income groups were reported as having this item. The variations between the proportion of families having running water in the two areas may be influenced to some extent by the more wide-spread use of electricity in the Northwest area.

Central heating: Although the possession of a central heating system is a cultural rarity in both the Flains and the Northwest, its adoption has been a little more widespread in the Plains. Here, 20 percent of the families in all income groups were reported as having this item. The percentage of low income families was also 20 while that for high income families was 39. In the Northwest only 9 percent of the families in all income groups had central heating. The percentage for low income families was 5 and that for high income families was 20.

Motor driven washing machine: This item is recognized as a cultural necessity in both the Plains and the Northwest. The percentage of families coming this item varies only slightly in the two areas. In the Plains the

percentages are 58 for the low income and 76 for the high income families as compared with 44 for the low income and 72 for the high income families in the Northwest.

Electric sewing and ironing machines: These two items ere clearly rarities in both regions. Only 2 percent of the low income and 3 percent of the high income families in the Plains were reported as having an electric sewing machine as compared with 6 percent of the low income and 17 percent of the high income families in the Northwest.

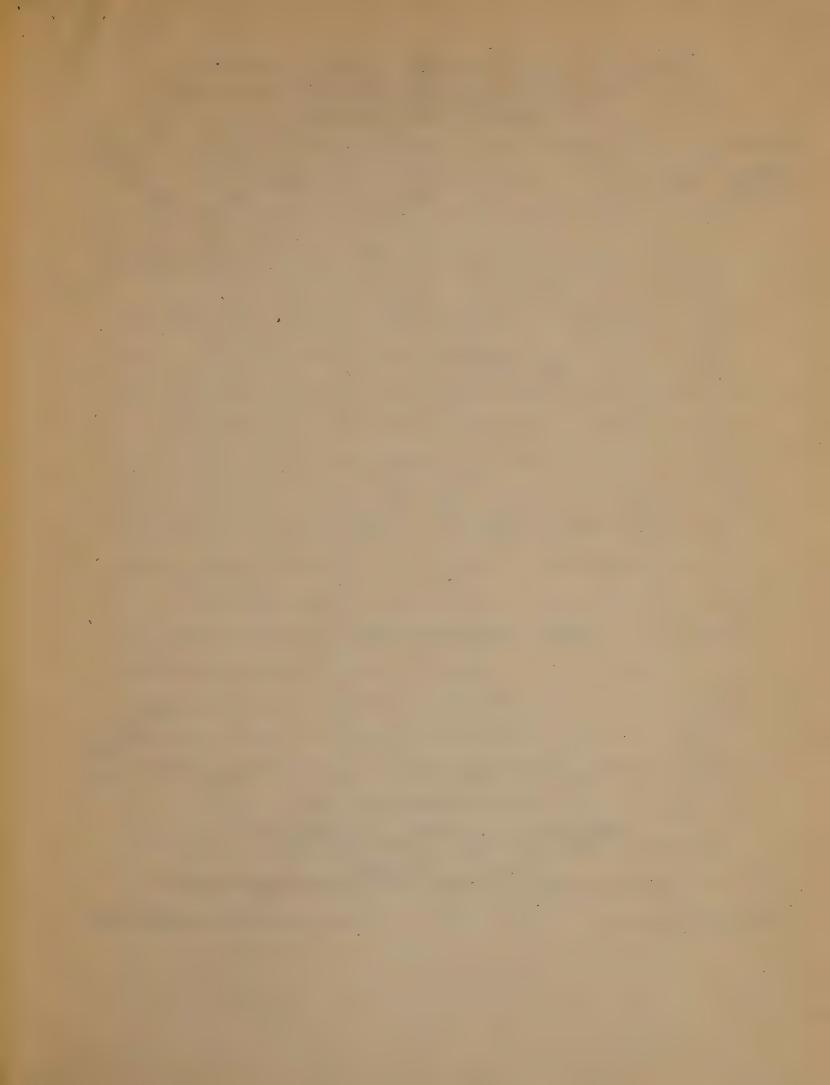
The proportion of families owning ironing machines varied between zero percent among both the low and high income families in the Flains and 2 percent among both the low and high income families in the Northwest.

Of all the items considered, this appeared most rarely.

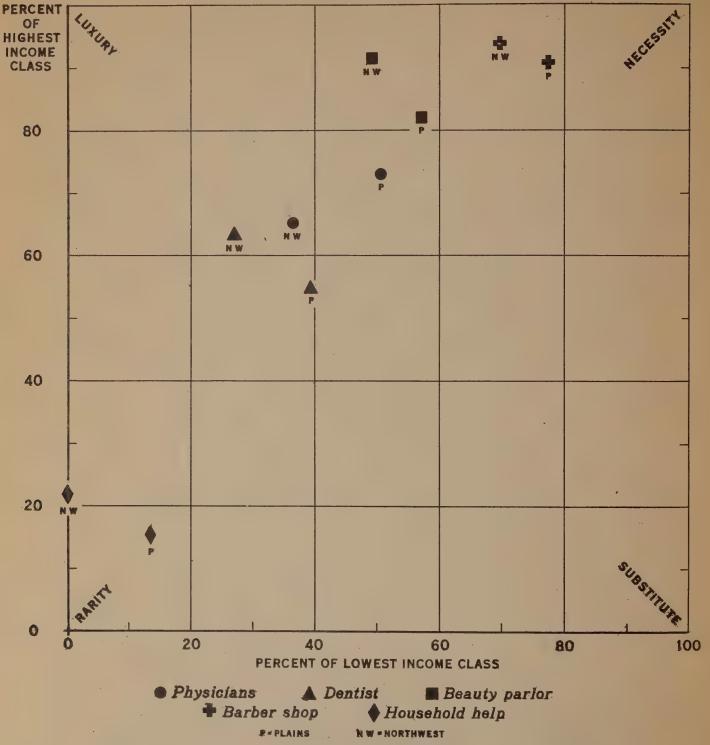
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EXPENDITURES FOR SPECIFIED SERVICES RELATIONSHIP BETWEEN PERCENTAGES OF HIGHEST AND LOWEST INCOME CLASS



BY ANALYSIS UNIT AND FAMILY INCOME CLASS CONTAINING 25 OR MORE FAMILIES

B. Services

Physician: The services of a physician are regarded as a necessity in the Flains. But in the Northwest the influence of income is now apparent with the result that this item fells slightly nearer the luxury than the necessity corner. (See Chart III, p.18)

About one-half of the low income and approximately three-fourths of the high income families in the Plains reported expanditures for physicians as compared with a little more than one-third of the low income and approximately two-thirds of the high income families in the Northwest.

Expenditures for medical care tend to maintain a definite relationship to income in both areas. However, the spread in the average expenditures per femily among low and high income femilies is considerably greater in the Northwest than in the Plains. The average expenditure per femily for this service among high income femilies in the Northwest was \$40.65 as compared with \$7.68 among low income femilies. In the Plains the average expenditure per femily for physicians services was \$23.03 for high income femilies and \$11.46 for low income femilies.

Dentist: In both the Flains and the Northwest the services of a dentist are regarded more nearly as a luxury than a necessity. In the Flains 39 percent of the low income as compared with 55 percent of the high income families reported expenditures for dentists services. In the Northwest only 27 percent of the low income as compared with 63 percent of the high income families reported expenditures for this type of professional service.

•

Income in the Morthwest tenn in the Plains. In the Sorthwest the average expenditure per family in all income groups was \$10.69; for low-income families, \$2.43; and for high-income families, \$17.04. In the Plains the average expenditure for this service per family in all income groups, was \$7.87; for low income families, \$10.01, and for high income families, \$13.93.

Bounty parlor and harber aloop: Personal ware services appear to be a cultural necessity in the Plains as well as the Northwest. There is no substantial difference between the proportion of wives and husbands having expenditures for besuty parlor and barber shop services in the two regions. However, for other nembers of the family, those services were regarded as a luxury in both areas.

articles of personal care, such as toilet soap, dentifrice, cosmetice, toilet articles and shaving soap and cream, ranged from 99 percent for toilet soap to 64 percent for toilet articles among low income families and from 100 percent for toilet soap to 61 percent for toilet articles among the high income families. In the Northwest, percentages for these articles ranged from 97 percent for toilet soap to 33 percent for toilet articles articles among low income families and from 100 percent for toilet articles articles among low income families and from 100 percent for toilet soap to 74 percent for toilet articles among the high income families.

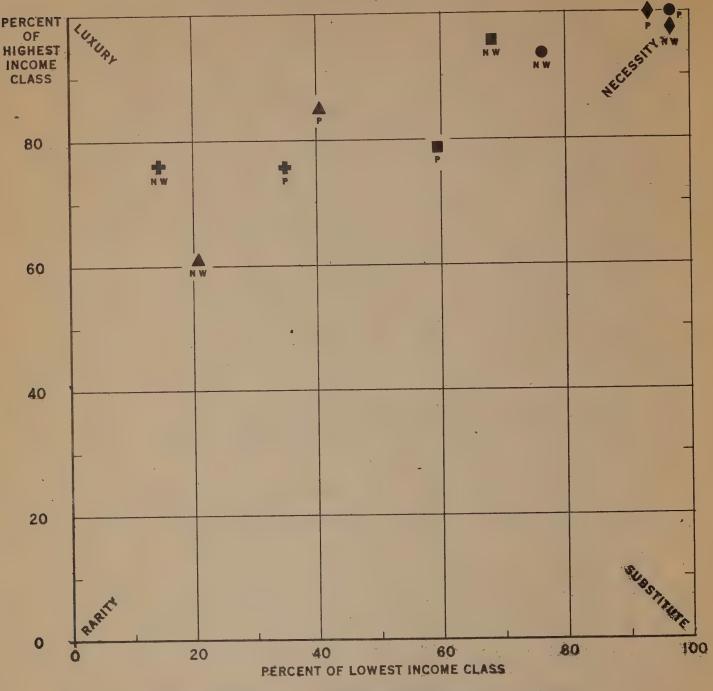
The average amount expended per family for all teilet articles and preparations as well as services at beauty parlors and barber shops was higher along low income families in the Plains than among low income families in the Northwest. The reverse was true regarding families in the high income groups in the two areas. The average amount expended for

toilet articles and preparations by how income familias in the Flating was \$3.45 and in the Ocriment SALSI as compared with \$12.91 for nighincome families in the Flains and \$13.48 for those in the Northwest.

The average amount expended by all nonbers of low income families in the Flains for services at beauty parlors and barber shops was \$7.70. While the average for this group in the Northwest was \$5.13. The average amount spent per family in the high income group in the Flains was \$24.52 as compared with \$17.09 in the Northwest.

Homewhold help: This item is clearly a collineal rarity in both the flains and the Northwest. None of the low income and only 22 percent of the high income families in the Northwest reported expenditures for this item. In the Flains, 14 percent of the low income and 15 percent of the high income families reported expenditures for household help.

EXPENDITURES FOR ISOLATION REDUCING AGENTS RELATIONSHIP BETWEEN PERCENTAGES OF HIGHEST AND LOWEST INCOME CLASS



● Automobiles ▲ New automobiles

Radio

Telephone.

Reading matter

P=PLAINS

BY ANALYSIS UNIT AND FAMILY INCOME CLASS CONTAINING 28 OR WORE FAMILIES

U. S. DEPARTMENT OF AGRICULTURE

REG 45502 SUREAU OF AGRICULTURAL ECONOMICS

C. Techation reducing ageries

finition represented in both of our camples. (See Chart IV. It functions as a cultural necessity in both regions. The difference between the proportions of low income and high income families arrange automobiles in only slight in the Mains and accerate in the Participat. However, the average securit of family income allotted to expectely and operation of a cay varies with income. This there is no substantial difference between the Flains and the Forthwest in the everage assumb expended by high income families for this item, there is considerable difference in the amount spent by low income families in the two areas. In the more sparsely settled Plains area the average amount spent by low in one families in the Plains area the average amount spent by low in one families in the Plains area the average amount spent by low in one families in the Plains as compared with \$228 in the Northwest.

Although the ownership of some kind of car is a cultural necessity, the purchase of a new car is definitely a cultural luxury in both regions. However, the frequency of new car consership is greater in the Flains than in the Northwest. In the Flains 40 percent of the low income families as compared with 21 percent in the Northwest reported the purchase of a new ear. The percentage of high income families purchasing this item was 85 percent in the Plains as compared with 61 percent in the Northwest.

hadio: Pessentian of aradio is a cultural necessity in both of the two regions. Sixty persons of the law income and 79 percent of the high income families in the Flains reported ownership of a radio as compared with 68 percent of the law income and 96 percent of the high income families in the Northwest.

to the con

There was no substantial difference between the Flains and the Northwest in the amount of the expenditures per family for radios.

- B-50 "

Tolephone: In contrast with the other items classified as "isolation reducing agents," there is a noticeable relationship between the ownership of a telephone and income. The telephone is regarded as a luxury in both of the areas. Thirty-five percent of the low income and 76 percent of the high income femilies in the Flains as compared with 14 percent of the low income and 76 percent of the high income families in the Northwest reported ownership of a telephone.

Reading matter: The reporting of expenditures for reading matter
was almost universal among the families represented in both samples. The
possession of some type of reading matter was regarded clearly as a cultural necessity in both areas. But when the data are considered with respect to types of reading matter obtained, certain regional variations appear.

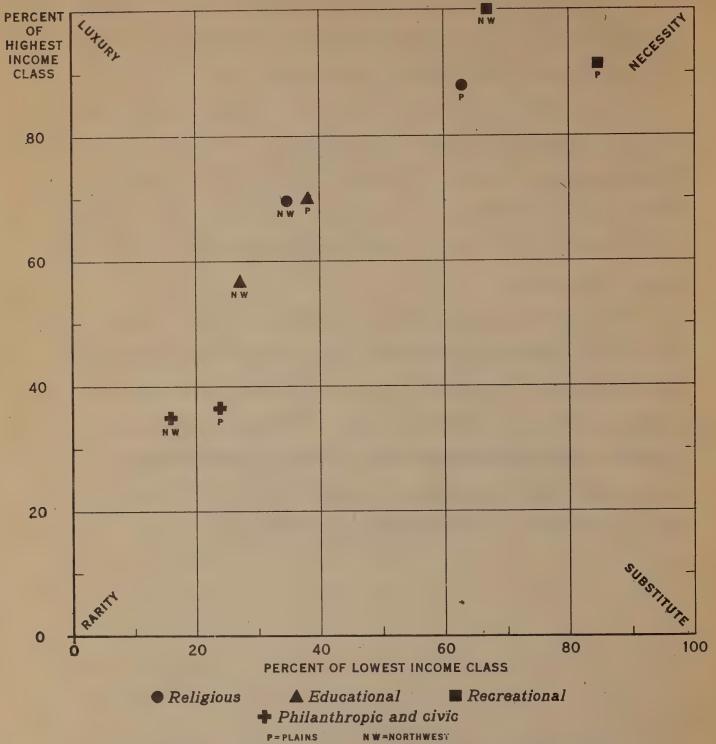
In the Flains, 91 percent of the low income and 97 percent of the high income families had expenditures for newspapers, daily and weekly. Seventy-eight percent of the low income and 94 percent of the high income families reported expenditures for a daily paper and 60 percent of the low income and 76 percent of the high income families reported expenditures for a weekly newspaper. Thus, in the Northwest, 97 percent of the low income and 96 percent of the high income families reported expenditures for a newspaper of some kind. Minety-the percent of the low income and 96 percent of the high income families reported expenditures for a daily paper, but only 35 percent of the low income and 54 percent of the high income families reported expenditures for a daily paper,

deally natural per in the Mortinger's then in the Michael for the personal research of Camillian in each income group reporting or modificate for a reself;

Plains revorted expenditures for magnetimes, 46 percent of the law income families, and 75 percent of the high income families, in the Plains revorted expenditures for magnetimes, 46 percent of the law income and 80 percent of the high income families in the Northwest reported expenditures for this income families in the Northwest reported expenditures for this item.

Trespective of income very fow feather in the Mains or the Northwest reported expanditures for books, either purchased or remted. Thus,
the only significant regional variation in the proportion of families reporting expanditures for specified types of reading matter is found in the
percentage reporting expanditures for a weekly newspaper and magazines.
Whereas these items are regarded as a cultural necessity in the Flains,
they are considered a cultural luxury in the Northwest.

EXPENDITURES FOR SOCIAL PARTICIPATION RELATIONSHIP BETWEEN PERCENTAGES OF HIGHEST AND LOWEST INCOME CLASS



BYANALYSIS UNIT AND FAMILY INCOME CLASS CONTAINING 25 OR MORE FAMILIES

D. Sanigh Routedon

l. Resided Variations

Tolicions: Expenditures for religious contributions, that is, to the church, Sunday School and missions, were regarded as a cultural necessity in the Flains but as a cultural luxury in the Northwest. (See Chart 7 Dixty-three percent of the low income and SS percent of the high income families in the Plains reported expenditures for this item. The proportions for families in the Northwest was only 35 percent for low income and 70 percent for the high income families.

There was a considerable difference between the Flains and the Northwest in the average excunt expended numberly for religious activities. The figure for low income families in the Flains was \$14 as compared with \$6 in the Northwest; for high income families the everage was \$13 in the Flains as compared with \$21 in the Northwest.

2. Regional Similarities

Educational: There is no significant difference between the Flains and the Northwest in the proportion of families having expenditures for participation in educational activities. This type of item seems to be regarded as a cultural lummy in both regions. Thirty-eight percent of the low income families in the Flains as compared with 27 percent in the Northwest reported expenditures for this item, while 70 percent of the high income families in the Flains as compared with 57 percent in the Northwest had expenditures for schooling.

Families in the Fishes semple spont slightly more for schooling them did families in the Northwest. The average amount expended by low income families was \$13 in the Fishes as compared with \$5 in the Northwest. High income families in the Fishes spont an average of \$50 while those in the Northwest spent \$42.

Recreational: Farmicipation in recreational activities recurring
some expenditures are definitely regarded as a secentity in both the Plains
and the Northwest. On the basis of expenditures for all types of recreation.

84 percent of the low income and 92 percent of the high income femilies in the Plains reported expenditures for this item as compared with 67 percent of the law income and 100 percent of the high income femilies in the Northwest.

particular types of activities, a number of regional variations become apparent. For example, expenditures for any admissions to motion pictures were regarded as a necessity in the Picins but as a lummy in the Northwest. Likewise, admissions to motion pictures for persons if years or over were regarded as a necessity in the Flains but as a lummy in the Northwest. But for persons under 16 years expenditures for admissions to motion pictures were a rarity in the Flains and a necessity in the Northwest. This contrast is doubtless relabed to the greater dispersion of farm families in the Flains than in the sample communities of the Northwest.

Another regional variation occurred in the proportion of families having expenditures for club dues. Expenditures for this item were regarded as a regity among families in the Plains but as a luxury among families in the Northwest.

There was accomsiderable difference between the Plains and the North-west in the amount of money spent by families for recreational activities. The average amount apant varied with income in each area. The average amount expended by low income families for this item in the Plains was \$17 as compared with \$7 by low income families in the Northwest. The average amount expended by high income families was \$65 in the Plains as compared with \$38 in the Northwest.

Chest sod similar philanthropic organizations by familian be the formula.

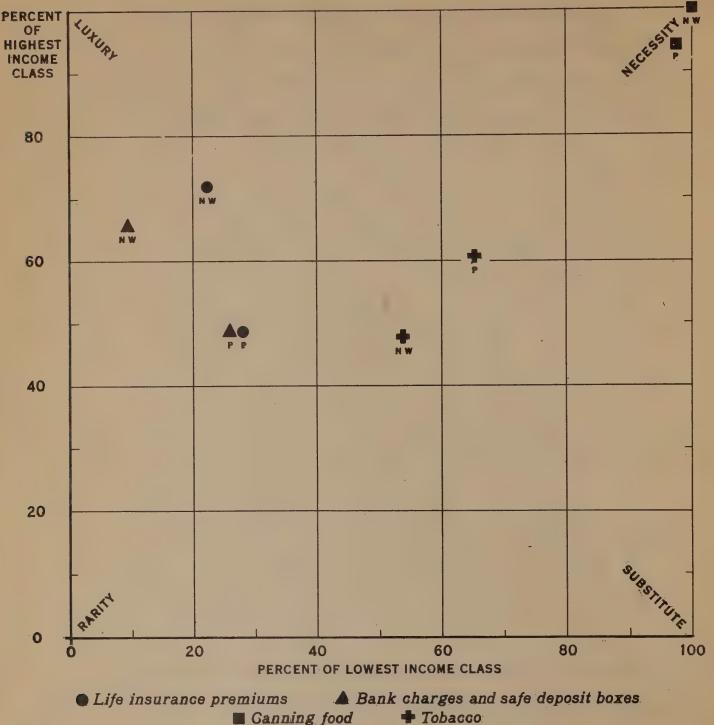
Chest sod similar philanthropic organizations were a marity in both the

Plains and the Northwest, and the average amount expended for this type of

item in both areas was negligible. Furthermore, very few familiae in

either area contributed cash toward the support of relatives.

EXPENDITURES FOR MISCELLANEOUS ITEMS RELATIONSHIP BETWEEN PERCENTAGES OF HIGHEST AND LOWEST INCOME CLASS



PEPLAINS

N.W=NORTHWEST

BY ANALYSIS UNIT AND FAMILY INCOME CLASS CONTAINING 25 OR MORE FAMILIES

E. Miscellamons

is regarded as a lucury in both the Flains and the Northwest. (See Chart VI 7.31)

However, there is some variation between the parportions of families re
porting expenditures for this item in the different regions, particularly

emeng high income families. In the Flains, 25 percent of the los income

families as compared with 22 percent of the low income families in the

Northwest reported expenditures for this item, whereas among the high in
come families the percentage was 49 in the Flains as compared with 72 in

the Northwest.

Bank charges and safe deposit boxes: Only 10 percent of the low income families as compared with 65 percent of the high income families in
the Northwest reported expenditures for bank charges and safe deposit boxes
so they are clearly regarded as cultural luxuries in that region. Although
the relationship of these items to income is also evident in the Plains, it
is not so pronounced as in the Northwest. In the Plains 26 percent of the
low income and 49 percent of the high income families reported expenditures
for these items.

Canning food: There is no apparent relationship between income and the canning of food in the sample areas under consideration. Home canning of food is regarded as a necessity in both the Flains and the Northwest. In the Flains 98 percent of the low income and 94 percent of the high income families reported the canning of food and in the Northwest 100 percent of the families in each of these income groups reported the canning of food. Another indication of the relimine on home produced foods is shown in the value of this item. Regardless of income, in both the samples under study, the average value of food produced exceeds the average value of food purchased.

Tobacco: Large proportions of Samilies in both the Plains and Northwest reported expenditures for tobacco. It is regarded as a cultural necessity in both regions. Simily-five percent of the low income and 61 percent of the high income families in the Flains reported expenditures for this item as compared with 54 percent of the low income and 45 percent of the high income families in the Northwest. The average assunt expended for tobacco by low income families in the Flains exceeded the amount apent by high income families, whereas in the Northwest the reverse was true. In the Forthwest the average amount expended was \$6 for lew income families and \$11 for high income families and \$12 for high income families.

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Table 1. Vertentege of femilies reporting empanditures for electricity, and average stable 1 seems seems and percentage haring specified heasing items, by income class and enclysis unit, 1935-36. J

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Misc. Pub. No. 457 Table 25, No. 134-135. Misc. Pub. No. 399 Table 29, pp. 100-101. Misc. Pub. No. 399 Table 31, pp. 114-115. 3/ U. S. Department of Agriculture, 1/ U. S. Department of Agriculture, 1/ U. S. Department of Agriculture,

Table 2. Percentage of fundlies omning specified articles of household equipment, and average anomnius spent per article, by income class and analysis unit, 1935-36. 1/

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U. S. Department of Agriculture, Misc. Fub. No. 436 Table 15, pp. 55-57.
U. S. Department of Agriculture, Misc. Fub. No. 436 Table 21, pp. 97-95.
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Toble 44. Percentage of Smilins having expenditures, and everage emounts expended, for appoint isolation reducing agents, by income and analysic unit, 1935-36. IV

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Ibid. These everages, unlike the others in this tuble, are based on families purchasing, rather then all families. Department of Agriculture, Mice. Pub. No. 156 Telle 22, pp. 118-119.

Department of Agriculture, Mac. Pub. No. 457 Table 41, pp. 154-155.

Table 45. Percentage of families orning antomobiles and purchasing new automobiles, and average automobile expenditures for purchase and operation, by income and analysis unit, 1935-36. 1

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Table 5. Fercentage of families having expenditures for social participation, and average amount spant for these items, by income and analysis unit, 1935-36. 1

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Table 6. Percentage of Households canning food and percentage of festilise reporting expenditures for specified items and the everage cannot spent by income and analysis with, 1935-36. 1

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Table 25, pp. 12/-125.
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